

## ABSTRACT OF THE DISCLOSURE

An advertisement space auction apparatus enabling for a more strategic and open auction transaction to be realized is provided. The advertisement space auction apparatus using a network, comprising a  
5 memory storing advertisement space information and being accessible by a plurality of entities connected to the network, a bid data communication unit receiving a bid data submitted via the network from at least one of the plurality of entities, the bid data corresponding to the advertisement space information stored in the memory; and a winning  
10 bidder determination unit determining a winning bidder of an advertisement space designated by the advertisement space information, on the basis of the bid data received by the bid data communication unit.